

# THE CRASH IN PRICES HAS COME

**O**UR buyer reached New York City the week the big crash in wholesale prices came and bought an immense stock of Mens' and Boys' Clothing, Dry Goods' Ladies' Coats, Dresses and Furnishings at about 60c on the dollar. We pass this saving on to our customers in the greatest sale attempted by any store in Sequachee Valley. We can sell you clothing and other goods 33 1-3 per cent. less than the merchants who had bought their stock before the market broke. We picked up many bargains in New York which no one else has or can get. The clothing advertised is all made by the best factories in New York, is every piece all wool and made to sell for one-third to one-half more than we ask you. Sale opened MONDAY, OCT. 4, and continues as long as present stock lasts.

**\$17.95** Young mens' all-wool suits, made up in latest styles to sell at \$35. Sizes 34 to 40.

**\$22.95** Mens' fine all-wool blue serge suits made up to sell at \$30.

**\$27.95** Mens' and young mens' wool suits, Browns, Blues and Greens, many silk lined, were made up to sell for \$40.

**\$29.75** Finest grade all-wool suits in Browns, Blues, Greens and pleasing patterns. Will cost you \$45 to \$50 elsewhere.

**\$7.95** U. S. Army rubber-lined rain-coats, the garment often sold for \$10, and of just as good value.

**\$1.48** Mens' sample hats of \$3.00 and 5.00 grades, all sizes and shapes.

**\$1.98** Mens' all-wool army shirts. Have seen service, but will wear a long time.

**\$1.50** 10 doz. Mens' fine dress shirts, worth, \$2.00 to 2.50.

**20c** Good grade 25c Apron Gingham.

**35c** All 45c and 50c Outing Flannels.

**\$2.75** Mens' best made overalls.

**\$17.00** Good serge middy suits, regulation style.

**\$22.00** All-wool middy suits of heavy fine quality twill serge, beautifully trimmed.

## Sweaters

Big line Ladies', Misses and Boys' all-wool sweaters, reasonably priced.

## Ladies' Coats

Ladies' new all-wool coats. \$15 to \$30, worth one-third more.

## Shoe Bargains

**\$8.00** Army Shoes, **\$6.00**

**\$7.50** Army Shoes, **5.50**

**\$8.75** Nice Dress Shoes, **6.00**

**\$10** Tan English Shoes, **7.50**

We haven't room to quote prices on all our shoes, but guarantee to save you money on mens', women's and children's shoes.

**7.95** Boys' all-wool suits, brown, green and gray mixtures, at well made, often sold at \$10.

**11.85** Boys' all-wool heavy blue serge suits, worth \$15.

**10.00** Buys all-wool suits, browns, greys and mixtures. These suits would be good values at \$15.

**2.90** Small boys' suits worth \$4.00.

**75c** Mens' elastic seam drawers. U. S. Army paid \$1 for these.

**35c** New gingham, worth 50c and 60c.

**30c** New gingham, worth 40c.

**25c** Best 35c brown domestic.

**15c** Childrens' 25c hose, good grade.

## Ladies' New Serge Dresses

Big line all-wool serge and Tricotine Dresses, newest styles, \$15 to \$30, worth one-third more.

## Pawn Brokers' Clothing

These are carried in a separate department and are goods that have been slightly worn by New York's wealthy men and then sold.

100 Pawn Brokers' Overcoats, many almost as good as new, all tailor-made of finest wools and cost when new \$40 to \$75. We sell them for \$7.50, 8.50 and 10.00, according to grade, and you couldn't buy the goods like them now for \$40.

200 Mens' odd pawnbrokers' coats, all-wool, tailor-made, out of \$35 to \$50 suits,

**\$3.00, 4.50, 5.00 and 6.00**

25 ladies' fine pawnbrokers' long coats, silk plush and all silk lined, some fur trimmed, cost when new \$40.00 to 75.00, our price

**\$10.00 and \$12.50**

Ladies' \$2.00 grade silk hose, brown, black and white, strictly firsts,

**98c**

Mens' fine army hats, made for the U. S. Army and better than any other hat you could buy at 7.00, we offer at

**\$3.48**

**\$15.00** Grass Rugs, size 9x12, we sell for

**\$10.95**

## NOTICE

We haven't room in an ad of this size to quote prices on all of our line. Come to see us. We can save you railroad fare from any point in the valley and make money besides by attending the Sale.

Please remember everything in our house is brand new merchandise of best quality, we have no old stock of any kind. We wish to assure the public that every time the wholesale price of anything is reduced we will reduce our prices accordingly.

**SIMPSON'S STORE**  
**JASPER, East Side Court House Square TENN.**